

MEMORANDUM

TO: Station Manager

From: College Radio Corporation

Re: United States Air Force Account

1.) The attached letter was prepared primarily for the eyes of the Air Force, to show that COLLEGE RADIO is doing its best to cooperate with them on their recruiting program.

2.) The Air Force is not in a position to buy time on COLLEGE RADIO this Spring; however, we have been told that there is an excellent possibility that they will buy programs on COLLEGE RADIO starting next fall. In the meantime, they have asked college stations to donate a certain amount of free time and promotional work this Spring.

3.) Ordinarily, we do not believe in asking you to give free time for anyone, but we feel that this is an excellent opportunity to help out a sponsor who has spent money in COLLEGE RADIO in the past, and who will undoubtedly spend money again soon.

4.) The advertising agency that handles the Air Force account has asked us to accumulate material from stations, on station letterheads, attesting to:

- a.) Interviews with Air Force recruiting teams which may visit the campus;
- b.) Distribution of recruiting posters;
- c.) Broadcast of 10 to 60 second spot announcements.

5.) The material sent from the stations to us and thru us to the agency will be placed in a portfolio and submitted to the Air Force. Their decision as to how much time will be bought in the future will be based on this report.

6.) The requested campaign will be a short one, easy to accomplish. A short announcement or two a day for a week or ten days will go a long way to demonstrate your cooperativeness. STATIONS COOPERATING THIS SPRING WILL BE THE ONES MOST LIKELY TO BENEFIT NEXT FALL WHEN THE AIR FORCE MAKES ITS DECISION.

7.) Please watch for commercial and promotional material which will be sent soon. When it arrives, we hope you'll want to take the few easy steps which will mean so much in furthering our chances of signing the Air Force as a paying sponsor next fall.

Sales Department
COLLEGE RADIO CORPORATION

MEMORANDUM

To: Station Manager

From: College Radio Corporation

Re: United States Air Force Account

1. The attached letter was prepared primarily for the eyes of the Air Force, to show that COLLEGE RADIO is doing its best to cooperate with them in their recruiting program.

2. The Air Force is not in a position to buy time on COLLEGE RADIO this spring; however, we have been told that there is an excellent possibility that they will buy program on COLLEGE RADIO during next fall. In the meantime, they have asked college stations to donate a certain amount of free time and promotional work this spring.

3. Certainly, we do not believe in asking you to give time for anyone, but we feel that this is an excellent opportunity to help out a sponsor who has spent money in COLLEGE RADIO in the past, and who will undoubtedly spend money again soon.

4. The sponsoring agency that handles the Air Force account has asked us to coordinate requests from stations for station letterheads, etc., for

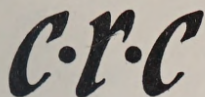
- a. interviews with Air Force recruiting teams which may visit the campus;
- b. distribution of recruiting posters;
- c. provision of 10 to 20 second spot announcements.

5. The material sent from the stations to us and then to the agency will be placed in a portfolio and submitted to the Air Force. Their decision as to how much time will be bought in the future will be based on this report.

6. The requested campaign will be a short one, easy to remember. A short announcement or two a day for a week or ten days will be a long way to demonstrate your cooperativeness. STATISTICS COOPERATING THIS SPRING WILL BE THE ONLY WAY IN THE TO BURNETT NEXT FALL WHEN THE AIR FORCE MAKES ITS DECISION.

7. Please watch for commercial and promotional material which will be sent soon. When it arrives, we hope you'll want to take the few easy steps which will mean as much in furthering our chances of aiding the Air Force as a paying sponsor next fall.

Very Respectfully,
COLLEGE RADIO CORPORATION



COLLEGE RADIO CORPORATION

545 FIFTH AVENUE • NEW YORK 17, N. Y. • Telephone: Murray Hill 7-6865

April 5, 1954

Station Manager
College Radio Stations

Dear Station Manager:

As you may remember, the United States Air Force placed several thousand dollars worth of spot time on COLLEGE RADIO late last Spring to advertise their Air Cadet recruiting program.

Most of the commercial stations in the country donate a considerable amount of free time for public service purposes. The AIR FORCE falls in this category, and we would like to urge your cooperation in fulfilling the three part program outlined below:

- 1) Use of spot commercials (ranging from ten seconds to one minute) during April and May.
- 2) Distribution of AIR FORCE recruiting posters in strategic locations around your campus (e.g. Gymnasium or drill hall bulletin board, student union bulletin board, main dormitory units, etc.)
- 3) Cooperation with AIR FORCE recruiting teams when they arrive on your campus. (It is possible that you may want to interview them on one of your regular programs.)

We sincerely urge your cooperation in this worthwhile effort to bring AIR FORCE opportunities to the attention of college seniors. As you know, the AIR FORCE is the most rapidly expanding service at present, and is in need of trained college men for their Air Cadet program, and for our country's defense.

Very truly yours,

COLLEGE RADIO CORPORATION

Robert R. Vance, Jr.

Robert R. Vance, Jr.

P. S. Posters and commercial copy will be forwarded to you in a few days. Thank you for your cooperation.

1900

1. The first part of the report is devoted to a general description of the country and its resources. It includes a detailed account of the climate, the soil, and the vegetation. It also mentions the principal occupations of the people and the state of the agriculture.

2. The second part of the report is devoted to a description of the principal towns and cities of the country. It gives an account of their location, their population, and their commerce. It also mentions the principal industries of each place.

3. The third part of the report is devoted to a description of the principal rivers and lakes of the country. It gives an account of their course, their length, and their width. It also mentions the principal cities and towns situated on their banks.

4. The fourth part of the report is devoted to a description of the principal mountains and hills of the country. It gives an account of their height, their extent, and their position. It also mentions the principal cities and towns situated in their vicinity.

5. The fifth part of the report is devoted to a description of the principal forests of the country. It gives an account of their extent, their position, and their produce. It also mentions the principal cities and towns situated in their vicinity.

6. The sixth part of the report is devoted to a description of the principal minerals of the country. It gives an account of their position, their extent, and their produce. It also mentions the principal cities and towns situated in their vicinity.